



CONSUMERS & COTTON

THINGS TO KNOW ABOUT...

2021 U.S. EDITION

93% Consumers think **better quality** garments are **made from natural fibers** such as cotton.

9 in 10

Say **comfort is important** to clothing purchase decisions. 84% rate clothing made of cotton as **most comfortable**.



74%

Say cotton/cotton blend is their **favorite fiber to wear**.

70%

Would **pay more** for a natural fiber such as cotton.

85%

Say cotton is **safe for the environment**, compared to less than half who say rayon/viscose (43%), Lycra/spandex (41%), or polyester (39%) is safe².



71%

Consumers say clothing made of cotton is **HIGHEST QUALITY** compared to manmade fiber clothing.

1.5 years

Items made of **100% cotton** are **kept one and a half years longer** than items made with less or no cotton³.

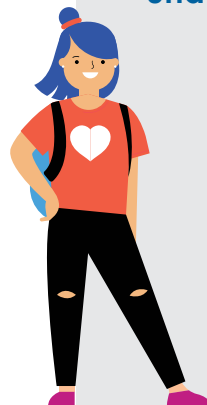
61%

Most likely to **pay more** to keep cotton in items used close to their skin, such as **underwear, bed sheets, and t-shirts**.



81%

of consumers say U.S. cotton is something to be proud of.



82%

Parents prefer their children dress in clothing **made of cotton**.



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated 2019-2021 Lifestyle Monitor™ consumer surveys.

Additional Source: ²Cotton Incorporated & Cotton Council International 2021 Global Sustainability Survey. ³CCI & Cotton Incorporated's 2020 Global Durability Survey. AMERICA'S COTTON PRODUCERS AND IMPORTERS. Service Marks/Trademarks of Cotton Incorporated. ©2021 Cotton Incorporated.